

Adv: Sammarco for Hamilton County Coroner
Agy: Obermeyer Productions

68724

Revised 10/17

Revised 10/26 - Check received for \$13,600 gross.

TP	Rate	Freq	RW2554	Total \$	TRW2554	Class
1 5-6am	\$250	8	2.7	\$2,000	21.6	P3
2 630-7am	\$600	4	2.7	\$2,400	10.8	P2
3 9-10am/Doctors	\$150	8	1.4	\$1,200	11.2	P3
4 Sat 6-10a	\$150	4	2	\$600	8	P3
5 4-5pm News	\$375	0	3.3	\$0	0	P3
	\$1,100	4	7.5	\$4,400	30	P3
to air any days between 10/29 and 11/4.						
11/5 5-6am	\$500	1	2.7	\$500	2.7	P2
11/5 630-7am	\$600	0	2.7	\$0	0	P2
11/5 9-10am/Doctors	\$350	0	1.4	\$0	0	P2
11/5 4-5pm News	\$650	0	3.3	\$0	0	P2
11/5 11-1135pm	\$2,500	1	7.5	\$2,500	7.5	P2
to air Monday, 11/5 only.						
		30		\$13,600	91.8	

less 15% discount **\$11,560**

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<u>TP</u>	<u>Rate</u>	<u>Freq</u>	<u>RW2554</u>	<u>Total \$</u>	<u>TRW2554</u>	<u>Class</u>
5-6am	\$250	8	2.7	\$2,000	21.6	P3
630-7am	\$600	4	2.7	\$2,400	10.8	P2
9-10am/Doctors	\$150	8	1.4	\$1,200	11.2	P3
Sat 6-10a	\$150	4	2	\$600	8	P3
4-5pm News	\$375	0	3.3	\$0	0	P3
M-Sun 11-1135pm	\$1,100	4	7.5	\$4,400	30	P3
to air any days between 10/22 and 11/4.						
11/5 5-6am	\$500	1	2.7	\$500	2.7	P2
11/5 630-7am	\$600	1	2.7	\$600	2.7	P2
11/5 9-10am/Doctors	\$350	1	1.4	\$350	1.4	P2
11/5 4-5pm News	\$650	0	3.3	\$0	0	P2
11/5 11-1135pm	\$2,500	1	7.5	\$2,500	7.5	P2
to air Monday, 11/5 only.						
		32			\$14,550	95.9

less 15% discount **\$12,368**

Order / Rev: 68724 Advertiser: Sammarco for Coroner
 Alt Order #: Product Desc: Hamilton Co. Coroner Local 12 WKRC-TV
 Flight Dates: 10/27/12 - 11/05/12 Estimate: Hamilton Co. Coroner

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	WKRC	11/05/12	11/05/12	5a Good Morn Cincinnati 5a Good Morn Cincinnati	CM	5a-6a	1-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Weeks/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 11/05/12		11/11/12	11/11/12	1-----	1	\$500.00	0.00								
N 7	WKRC	11/05/12	11/05/12	11p M-F Local 12 News CM 11p M-F Local 12 News 11	CM	11p-1135p	1-----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Weeks/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 11/05/12		11/11/12	11/11/12	1-----	1	\$2,500.00	0.00								
													Totals	30	\$13,600.00